



**FLYERCONSULTING**

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# **DIVERSITY, EQUITY, AND INCLUSION STRATEGIC PLAN**

**FLYER CONSULTING**

*Last Updated December 2021*

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**University  
of Dayton**



# TABLE OF CONTENTS

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<b>Table of Contents</b>	<b>1</b>
<b>One Team. One Goal.</b>	<b>4</b>
Our Programs	4
<i>Nonprofit Consulting</i>	4
<i>Microlending</i>	4
<b>Introduction</b>	<b>5</b>
Purpose	5
<i>Resources</i>	5
<i>Responsible parties</i>	5
Definitions	6
Flyer Consulting Diversity, Equity, and Inclusion Strategic Plan	7
Goal 1	7
<i>Action plan</i>	7
<i>Measures</i>	7
Goal 2	7
<i>Action plan</i>	7
<i>Measures</i>	8
Goal 3	8
<i>Action plan</i>	8



<i>Measures</i>	8
Goal 4	8
<i>Action Plan</i>	8
<i>Measures</i>	9



# ONE TEAM. ONE GOAL.

Flyer Consulting is a student-run organization based at the University of Dayton providing complimentary business consulting to nonprofit organizations while simultaneously promoting economic growth through two microloan programs. Our mission is to better our students, clients, and the community through the provision of our professional business services.

## OUR PROGRAMS

### NONPROFIT CONSULTING

Nonprofit Consulting is the original program of Flyer Consulting working with nonprofits locally, regionally, and internationally to help broaden the impact of their services through professional business consulting. With three portfolios of work - marketing, business development, and technical - this program encompasses work ranging from software recommendations to branding solutions.

### MICROLENDING

Microlending is the second vertical of Flyer Consulting that manages two microloan programs. Locally, our team manages the Cultural Capital Microlending Program in partnership with the Greater West Dayton Incubator. Internationally, our team manages a program in partnership with the IMANI Marianists in Nairobi, Kenya. Both programs aim to serve historically underserved communities through small business microloans.



# INTRODUCTION

## PURPOSE

The purpose of this Diversity, Equity, and Inclusion strategic plan is to create actionable goals for our organization to maintain a welcoming and inclusive environment. This plan is meant to be a living document that will be reevaluated each year to ensure we are making progress toward our goals.

## RESOURCES

We have identified the following organizations and groups as resources within the community who will be able to aid us in the execution of our strategic plan:

- Multi-Ethnic Education and Engagement Center
- Office of Diversity, Equity, and Inclusion
- Crotty Center
- Greater West Dayton Incubator

## RESPONSIBLE PARTIES

We have identified the following within Flyer Consulting as individuals who will be responsible for engagement and execution of our strategic plan:

- President
- Board of Managing Directors
- Members of Flyer Consulting



## DEFINITIONS

**Diversity:** The presence, recognition and engagement of people of social, political and organizational identities from the wide range of human experiences, and the complex ways these identities intersect and are expressed.

**Equity:** A process of modifying structures and practices that have intentionally or unintentionally advantaged or disadvantaged groups of people; it is a process that responds to unjust structural outcomes to create laws, policies, practices and traditions that support just outcomes for all.

**Inclusion:** A process and practice of active, intentional and sustained engagement of each person in the community that values and respects their perspectives, multiple identities, experiences and contributions.

**Intergroup/Intercultural Competency:** The process of listening, learning and reflecting to develop knowledge, skills, attitudes and commitments to engage across diverse groups in open, effective and socially responsible ways.

**Inclusive (Organizational) Climate:** A climate that cultivates practices, policies and traditions that include diverse people and perspectives, especially those from historically and systematically oppressed, underrepresented and underserved populations.



# **FLYER CONSULTING DIVERSITY, EQUITY, AND INCLUSION STRATEGIC PLAN**

## **GOAL 1**

Create and sustain an inclusive organizational climate.

### **ACTION PLAN**

1. Intentionally recruit through multi-ethnic programs and offices at the university.
2. Invite guest speakers to host cultural competency training for the organization.
3. Conduct semesterly evaluations based on internal feedback from members.

### **MEASURES**

- Survey external and internal parties to assess perceptions regarding Flyer Consulting's progress towards diversity, equity, and inclusion.
- Monitor diversity within Flyer Consulting and compare it to the diversity within the School of Business Administration and university as a whole.

## **GOAL 2**

Achieve and sustain greater diversity of skill sets relating to the educational background of members through collaboration with new departments and organizations at the university.

### **ACTION PLAN**

1. Develop recruitment channels with students outside of the business school to inform them of Flyer Consulting's mission and portfolio growth.
2. Initiate conversations with department leads and professors outside of the business school to discuss ideas on how to obtain specific skill sets and diverse client projects.



## **MEASURES**

- Record the number of “classroom talks” performed in each department during recruitment.
- Analyze representation of different majors within the organization.
- Identify areas in which campus wide engagement with Flyer Consulting has increased.

## **GOAL 3**

Establish a prospective client acquisition pipeline that will focus on exposing our students to more organizations led by underrepresented individuals.

### **ACTION PLAN**

1. Develop a team that reaches out to potential clients with diverse backgrounds and broad impacts.
2. Utilize the Greater West Dayton Incubator to engage with a heterogeneous group of organizations.

## **MEASURES**

- Develop key metrics to measure the performance of the client acquisition pipeline processes.
- Maintain new client records to analyze the benefits of the Greater West Dayton Incubator engagement.

## **GOAL 4**

Develop and implement metrics to track progression towards diversity, equity, and inclusion.

### **ACTION PLAN**

- Create a team to specifically track progress at the end of each semester.
- Report organization metrics regarding diversity, equity, and inclusion within our annual report.



## **MEASURES**

- Conduct semesterly surveys to assess our members' opinions of Flyer Consulting's culture and how it relates to diversity, equity, and inclusion.
- Coordinate annual surveys to university stakeholders and external students regarding opinions on Flyer Consulting's diversity, equity, and inclusion progress.
- Hold annual meetings with School of Business Administration diversity, equity, and inclusion administrators to compare measures within the school to measures within Flyer Consulting.

